

ASIA-PACIFIC AMPLIFIED

Further East 2024 is fast approaching. Before long, you'll meet the Asia-Pacific insiders, expand your circle and help amplify the region – proving this is the place to be in luxury travel. Even with our relaxed Bali vibe, we're keen to help you embrace barefoot business in the best way – by preparing you for everything that our event will offer.

So, here's your handbook. It's full of essential information for what to know, do and plan before the show. Until then, you can stay up to speed with other FE news on social media...

Instagram – [@further-east](#)

LinkedIn – [further-east](#)

Facebook – [goFurtherEast](#)

Enjoy! And get ready to add your voice to our collective story...



SOPHIA
ASGHAR
ASSOCIATE EVENT DIRECTOR

sophia@thisisbeyond.com

COMMUNITY MEMBERS



Click [here](#) to
download a
copy of the
badge.

OFFICIAL PARTNERS



SUPPORTING PARTNERS



MEDIA PARTNERS



GETTING IN

Further East, including Open House, is an invitation-only private event; it is in the best interest of all parties that no unregistered individuals are granted access to the premises of the event or to social functions. The organisers reserve the right to exclude or remove anyone from Further East, Alila Seminyak, Desa Potato Head or any evening events, who does not comply with these policies, or whoever they reasonably consider likely to break these rules. Delegates bringing guests with them will not be granted access to the show.

FURTHER EAST CHECK-IN

12:00 – 22:00, Monday 4 November 2024

POTATO HEAD BEACH CLUB

Please check in at Potato Head to collect your delegate badge and security wristband to gain access to Further East and Open House at Potato Head Beach Club.

DELEGATE BADGE

For security reasons, all delegates must wear their delegate badge in full view during the hours of the show. All delegates must also carry photo ID so that they are visible to the organisers if and when identification is required.

PLEASE NOTE:

Badge holders must not allow their badges to be worn by anyone else. Failure to adhere to this policy may lead to the badge holder being denied access for the remainder of the event. It might also prevent the attending company from participating in future events.

PLEASE NOTE:

No advertising sales staff will be permitted entry to Further East or Open House.

PLEASE NOTE:

No person under the age of 18 will be admitted to Further East or Open House during the show. Student groups will not be accepted.

PLEASE NOTE:

Only delegates of Further East will be granted access to the show. Guests of delegates are not allowed entry.

SECURITY WRISTBAND

All delegates must wear their Further East wristband at all times throughout the week, including during all evening events. Anyone not registered or not wearing their wristband will be denied access to Further East, including lunches, all evening events and Open House.

Any security bracelet replacement will be charged on-site in cash at the price of IDR 700,000, only upon presentation of a photo ID (passport, ID card, driving license, not a business card) and after verification that the delegate is pre-registered.

APPOINTMENT SYSTEM

Further East's advanced pre-scheduled appointment system ensures that you'll have up to 42 x 20 minute meetings with the world's leading high-end buyers and APAC's best suppliers while you're at the show. In addition, you'll have networking opportunities galore at our official lunches, coffee breaks, media meet-ups, and fabulous evening parties.

How's that for effective time management?

PHASE 1

CREATING YOUR ONLINE PROFILE

(Closed 29 August 2024)

PHASE 2

CHOOSING YOUR APPOINTMENT PREFERENCES

(2 September – 23 September 2024)

In Phase 2, you will have the chance to view all the delegates attending Further East and choose who you would like to have meetings with at the show. We recommend that you utilise the full 65 preferences available to increase your chance of having a full diary of appointments (up to 42 appointments for buyers, up to 20 for media).

A MATCH MADE IN BALI

(23 September – 1 October 2024)

The Further East appointment system will then generate client matches based on who you want to meet. Once the process is complete, you'll be notified that your own personalised meeting schedule is ready to view.

PHASE 3

ONLINE DIARY GOES LIVE

(1 October 2024)

During the final stage, you can view all your pre-scheduled appointments and fill up any empty appointment slots in your schedule.

You'll no longer have access to the full delegate list, but you will be able to access the profiles of those with whom you have pre-scheduled appointments, along with those who are available during any empty meeting slots you may have. You can then send requests for extra meetings, via the appointment system, to available delegates and fill your schedule completely.

After you send your requests, the relevant delegates will receive an email notification, telling them that you want to meet. At this point, they will have the opportunity to accept or decline your request. You can send several requests to different delegates for each of your free slots; however, the first delegate to accept your meeting request will be the first confirmed in your diary.

Remember: schedules remain open until the end of Further East, so log on regularly to keep adding new appointments to your schedule right up until your final appointment slot is due, on Thursday 7 November.

MISSED APPOINTMENTS

We take the issue of missed appointments very seriously. Unless you provide a sufficient and relevant explanation for your absence, even missing one appointment could compromise your opportunity to participate in Further East, or any future. This is Beyond events.

Even missing one appointment could compromise your opportunity to participate in Further East, or any future events beyond events.

All missed appointments will be recorded and monitored tightly, so we kindly ask you to report every missed appointment. In the unlikely event that someone doesn't attend their pre-scheduled appointment with you, please log it.

ACCOMMODATION

Further East has partnered with Seminyak's finest hotels – [Alila Seminyak](#), [Desa Potato Head](#), [W Bali- Seminyak](#), and [The Legian Bali, Seminyak](#). We will be in touch with hosted buyers, media and guests about hotel allocations closer to the show.

Please let us know if you are planning to bring a partner or guest and note that anyone with a partner will have to pay an additional supplement to the allocated hotel directly. **Requests for partners are subject to the hotel availability.** Anyone who arrives with a partner without notifying Further East in advance cannot be guaranteed accommodation availability – Further East takes no responsibility for this.

PLEASE NOTE:

Only registered Further East delegates will be allowed access to the show and any official show events. Any partners staying in Alila will have limited access to the hotel facilities.

VENUES

Seminyak is where luxury comes to play. A beautiful stretch of Balinese coastline, it's lined with five-star resorts, secluded villas, sizzling beach clubs and places to watch one of the best sunsets in the world. Perfect, in other words, for relaxation and imagination in harmony.

ALILA SEMINYAK Surprisingly Different...

OFFICIAL FURTHER EAST MARKETPLACE

5-7 NOVEMBER 2024

Just footsteps from the beach, Alila Seminyak is the official home of the Further East Marketplace: where APAC's most iconic brands come to connect with a curated selection of global buyers. In-between business, head to the beach – or gather newfound friends and pick up an impromptu meeting poolside.

Check back soon for the 2024 floorplan

POTATO HEAD BEACH CLUB A Destination for Good Times

OPEN HOUSE, BY FURTHER EAST

4 NOVEMBER 2024

Famed for its unique spirit, art exhibitions and moonlit parties, Potato Head Beach Club will kick off Further East 2024 by hosting Open House.

A sanctuary of expression for local and international DJs, musicians, artists and architects, Desa Potato Head is part of the Potato Head Family – spearheaded by Ronald Akili – an authentic Indonesian lifestyle brand that works with emerging talent, supports sustainability initiatives, and imbues their trademark 'Local Spirit and Tropical Soul' wherever they go.

OPEN HOUSE

12:30PM – 6:00PM, Monday 4 November 2024

Open House, Open minds

Over four days, we're gathering the brightest, keenest minds in high-end APAC travel, learning about and investing in the industry's future. Open House is where those ideas — and the whole event — begin. Spread over the first day of Further East, this is *the* place for learning, sharing and finding hot talking points with the ultimate luxury travel audience.

Doors open at 12:30, with speakers and sessions from 13:45

[Enter Open House...](#)

DINE ON: MORE NETWORKING

12:50PM – 2:30PM, 5 - 7 November

Relax and refuel with a choice of delicious menus every day, courtesy of our luxury hotel partners.

HOW DOES IT WORK?

You'll have the opportunity to book your chosen networking lunch venue when we open Phase 3 (on 1 October). You will be able to visit 3 out of 4 venues during your time at Further East, and you will not be able to visit the same one twice.

Until then, feast your eyes on the below menus...

Our lunch venues for 2024 are:

Seasalt – Alila Seminyak (view menu [here](#))

Starfish Bloo, W Bali (view menu [here](#))

Desa Potato Head (menu TBC)

The Legian Seminyak, Bali (view menu [here](#))

NETWORK, FEAST, PARTY, REPEAT.

Forget what a typical working day looks and feels like. At Further East, we keep inspiring you after dark – at Bali's hottest venues. The post-sunset agenda is a relaxed opportunity to forge lifelong relationships – so make sure you maximise them.

Further East Official Opening Party

Monday 4 November | 18:00 – Late

Hosted by Potato Head Beach Club

View last year's Opening Party highlights [here](#).

Sunset Networking at Alila Seminyak

Tuesday 5 November & Wednesday 6 November

17:15 – 19:00

Further East Official Closing Party

Thursday 7 November | 19:30 – Midnight

Hosted by Da Maria – Seminyak

View last year's Closing Party highlights [here](#).

GET READY TO GO FURTHER

In the **Further East Handbook** we'll clear up some of the major questions you might have about FE 2024, and explain more things to enhance your presence on the shores of Seminyak. This includes:

- Key dates and times
- Transfer details
- Venue and agenda info
- Using our appointments system

REMEMBER: We will be continually updating this Handbook as we get closer to the show, so keep checking back.

Now	Book Flights	Your responsibility
Now	Visas (if needed)	Your responsibility
Now	Travel insurance	Your responsibility
Now	Book Pre & Post Tours	Book here
CLOSED	Phase 1: Online profiling closed	
2 SEPTEMBER	Phase 2: Appointment preferences open	OPEN NOW
23 SEPTEMBER	Phase 2: Appointment preferences closed	

PRE & POST TOURS

Want to network even more closely with the best connections in Asia-Pacific? As part of your journey Further East, you have access to our exclusive Pre & Post tour programme.

Take advantage of special rates at Bali's best hotels, opt to adventure further into the region or host your own exclusive tour – our Pre & Post tours allow you the opportunity to network in style, away from the show-floor.

[Click HERE](#) for private access to our tours

*For registered delegates only, please only arrange Pre & Post tours that are hosted by official Further East suppliers.

GETTING THERE

FLIGHTS

We recommend that you book your flights to Bali Airport (Ngurah Rai) Denpasar as early as possible, for your convenience. Be sure to arrive in time for Open House on the first day of Further East, which starts at 12:30 on Monday 4 November. Departures will begin from the morning of Friday 8 November.

VISAS

Please check your own travel requirements for Indonesia.

Further East is not responsible for arranging any visas. Please check with your embassy ahead of booking your flights.

PASSPORT

Your passport should be **valid for a minimum period of 6 months** from the date of your departure from Indonesia. Further East highly recommends that if your passport expires before the end of June 2024, you renew it in plenty of time before you travel.

TRAVEL INSURANCE

We recommend that you obtain comprehensive travel and medical insurance before travelling. Remember to check for exclusions, and to make sure that your policy covers you for all the activities you wish to undertake during your trip.

TAXIS & TRANSFERS

Fly into Bali Airport (Ngurah Rai) Denpasar and take a taxi to your hotel. **There will not be any Further East airport transfers.** A taxi to Seminyak will cost approximately IDR 250,000, and will take 40 minutes without traffic. Please ensure that if you take a taxi, you take an official airport taxi, such as BlueBird.

Alternatively, please contact Asia Concierge if you would like to arrange a transfer to your hotel ahead of time:

Asia Concierge Indonesia
Mr. Yudha Wijaya
T: +62 (0) 811 389 6655
E: indonesia@asia-concierge.com

NEED TO KNOWS

That's almost everything covered – but below you'll find some extra advice that's worth knowing. Remember: if you have any questions, the Further East team is always on hand to help!

WEATHER IN BALI IN NOVEMBER

November in Bali is normally characterised by on-and-off rain, so it is best to be weather ready!

Humidity levels reach about 80% throughout November, so come suitably prepared for some serious heat: a water bottle, sunscreen and loose, breathable layers are non-negotiables.

WHAT TO WEAR

Further East will be like nothing else you've ever experienced before – right down to the dress code. Here's what to pack for four days of immersive business (and beyond).

Ditch the tie...

We do business on the beach, not the boardroom. We believe meaningful connections are made in off-the-cuff moments – reflected in our relaxed dress code.

...and keep your cool

Bali in November is famously hot and humid. Natural fabrics are your friend: think linen, cotton and silk, worn in loose layers for

effortless cool. And don't forget your flip-flops, for walking on the beach to our beautiful lunch venues.

At Open House, come on in

This year, our definitive ideas festival is on a mission to prove that the future isn't only Asia Pacific's for the taking – but that it's already ours. Amplify your brand with the best ideas in the business; bright colours suit them. No shoes? No problem.

Bring out the glitz for our parties

The official Opening Party hosted by Potato Head Bali and the official Closing Party hosted by Da Maria, Seminyak are renowned for their spectacular settings and fun vibes. Dress to impress with the unique party themes; check back here soon for more details!

INTERNET

Wi-Fi will be provided free of charge to all participants within the marketplace.

VALUABLES

Although Further East is an invitation-only event, we strongly recommend that you do not leave valuable items of a portable nature unattended at any time.

Please ensure that any incident involving loss of property is reported to the local police as soon as possible. Failure to do so could result in insurance companies refusing to meet any subsequent claim.

Please note that all valuable documents and personal items should be left at all times in the safety of your hotel rooms from the moment you check into your hotel.

It is your responsibility to make sure that all your valuables are safe for the entire duration of your stay in Seminyak. Further East will not accept responsibility for the loss of or damage to your personal belongings.

IMPORTANT:

Please note that the closing evening, Thursday 7 November, will be a particularly busy time, because this is when stands are dismantled. We advise you not to leave valuable items unattended. If you require secure storage at any point during the show please contact the organiser's office.

SECURITY

Local authority regulations state that bag searches will be in force upon entering each venue. Every reasonable precaution will be taken to ensure the safety and security of personnel and equipment. The premises will also be patrolled day and night. However, we cannot accept any responsibility whatsoever for any injury, loss or damage, or consequential losses that may befall your personnel and property.

FIRST AID

Should you need medical assistance, a doctor and ambulance will be on standby in the Lobby during the show. Should anyone need a doctor outside of event hours, the Duty Manager/Hotel staff will be able to assist.

SAFETY

Further East advises against walking along the beach during the hours of darkness and in the case of adverse weather. All venues are easily accessible via the road if necessary.

LIABILITY DURING ACTIVITIES

Further East cannot be held liable for any injuries or fatality resulting from any activities that take place during the show or any related events and activities and no compensation will be given should an injury impact your ability to continue with the show. Please note that this also applies to all participation in any of the morning activities.

Further East cannot be held responsible for any theft of personal property or any damage to personal property during the show or any related events and activities.

CONTACTS

PARTNER HOTELS

Alila Seminyak

Natascha Ulrich
Jalan Taman Ganesha
No. 9 Petitenget,
Seminyak, Bali,
80361, Indonesia
P: +62 361 3021 888

E: natascha.ulrich@alilahotels.com
W: www.alilahotels.com/seminyak

For buyers, exhibitors and media

Desa Potato Head

Jalan Petitenget
No 51B Kuta Utara — Kabupaten Badung
Seminyak, Bali,
80361, Indonesia
P: +62 361 4737979

E: seminyak@potatohead.co
W: <https://seminyak.potatohead.co/>

For buyers and media only

W Bali – Seminyak

Maya Van De Wetering Bijgenaamd De Rooy
Jl. Petitenget, Kerobokan,
Seminyak, Bali,
80361, Indonesia
P: +62 361 3000106

E: maya.weteringderooy@whotels.com
W: www.wbaliseminyak.com

For buyers and media only

The Legian Seminyak, Bali

Budiman Tanto
Jl. Kayu Aya
Seminyak Beach, Bali,
80361, Indonesia
P: +62 361 730622

E: budiman.tanto@lhm-hotels.com
W: www.lhm-hotels.com/en/the-legian-seminyak-bali

For buyers and media only

Hotel Indigo Bali Seminyak Beach

Reservations

Il Camplung Tanduk No 10 Seminyak Bali Kabupaten Badung Bali

80361, Indonesia
P: +62 361 20 9999 9 –
E: hotelindigobali.reservations@ihg.com
W:
<https://www.ihg.com/hotelindigo/hotels/us/en/bali/dpsin/hoteldetail>

For buyers only

USEFUL CONTACTS

SPECIAL TRANSFERS

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Mr. Yudha Wijaya
T: +62 (0) 811 3896 655
E: indonesia@asia-concierge.com

SAY HELLO TO THE TEAM



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